



PROJECT: EXETER 360

WHAT?

Google's famous street-view technology is expanding and is now available to showcase the inside of your business! Visitors and potential customers Googling your business will have the ability to tour around your establishment from the comfort of their own computer or smart phone. This technology is **an excellent way to enhance your online presence** on the world's largest search engine!

WHY?

Recently 360 pilot programs were completed in Bayfield and Stratford with HUGE results! Building upon their success, the Exeter BIA is pleased to present an opportunity to highlight Exeter BIA member businesses via Google Maps using 360 virtual tour technology.

BENEFITS TO PARTICIPATING BUSINESSES:

1. Interactive Virtual 360 degree tour of inside your establishment;
2. Opportunity to showcase your business to customers locally and across the world on the world's largest search engine;
3. Enhance your online presence by being featured on Google+, Google Maps and Google Search Results;
4. Your virtual tour can be embedded within your own website and shared via social media or email;
5. Creation of unique web content that can be utilized over and over again in your marketing, both online and in print;
6. Two "feature" still photos (one interior, one exterior) included;
7. Virtual tour images are hosted by Google for FREE;
8. Included as a "feature business" in the Exeter 360 promotional campaign on the Experience Exeter BIA's social media to further enhance reach and engagement with your business.

Consumers are increasingly using online tools to shop, plan trips, etc. Exeter has a lot to offer, but we need to enhance our online presence significantly.



Project: Exeter 360 is part of the Exeter BIA's strategy to help put Exeter on the digital map!

EXPERIENCE EXETER BIA

EXETER BUSINESS IMPROVEMENT AREA



FINDING EXETER

Help put YOUR BUSINESS & EXETER on the map!



Entice
NEW
CLIENTELE!



STAND
OUT ON
GOOGLE
SEARCH!

Google search results for "black dog pub bayfield".

Enhanced Google search results!

About 13,200 results (0.61 seconds)

Black Dog Village Pub & Bistro, Bayfield Ontario
blackdogpubbistro.ca/ •
 For well over 10 years, Kathleen Sloan-McIntosh and Ted McIntosh have owned and operated the popular Black Dog Village Pub & Bistro in Bayfield. Kathleen ...

Dinner
Our menu changes frequently. The menus provided are examples ...

Lunch
lunch. FIRSTS, today's soup, house-made herb-bread ...

Burgers
burgers. 8 oz local ontario beef with hand-cut chips. black dog ...

Contact the Black Dog in ...
Contact Us. We are located in Bayfield Ontario, approximately ...

Dog bites
dog bites, great for snacking or ... Follow the Black Dog Village ...

Events
Subscribe to Stay Updated with Special Black Dog Events. We'll ...

The Black Dog Village Pub & Bistro, Bayfield - Menu, Prices ...
<https://www.tripadvisor.ca> > ... > Bluewater > Bayfield > Bayfield Restaurants >
 ★★★★★ Rating: 4.5 - 346 reviews
 The Black Dog Village Pub & Bistro, Bayfield: See 346 unbiased reviews of The Black Dog Village Pub & Bistro, rated 4.5 of 5 on TripAdvisor and ranked #1 of ...

Black Dog Pub & Bistro | Facebook
<https://www.facebook.com> > Places > Bayfield, Ontario > Pub >
 ★★★★★ Rating: 4.6 - 202 votes
 Black Dog Pub & Bistro, Bayfield, ON. 2035 likes · 5 talking about this · 5485 were here. Good Food, Good Drink, Good Dog.

Black Dog Village Pub & Bistro ★
 4.4 ★★★★★ 47 Google reviews
 Pub

Popular watering hole with a patio featuring a variety of draft microbrews, cocktails & bistro fare.
Address: 5 Bayfield Main Street North, Bluewater, ON N0M 1G0
Hours: Open today · 11:30AM–10PM
Phone: (519) 565-2326
Menu: blackdogpubbistro.ca

Events
 Fri, Jan 27 Robbie Burns Night Supper & Live Music
 6:00 PM

STAND
OUT ON
GOOGLE
MAPS!

Enhanced Google Maps results!

Map view showing the location of Black Dog Village Pub & Bistro in Bayfield, Ontario. The map includes street names like Delevan St, Colera St, and Bayfield Main Street North. A red pin marks the location of the pub. Other nearby businesses like The Little Inn of Bayfield and Red Pump Restaurant & Inn are also visible.

Black Dog Village Pub & Bistro
 4.4 ★★★★★ - 47 reviews
 Pub

Popular watering hole with a patio featuring a variety of draft microbrews, cocktails & bistro fare - Google

5 Bayfield Main Street North, Bluewater, ON N0M 1G0
blackdogpubbistro.ca
 (519) 565-2326
 Open now: 11:30AM–10PM



COST FOR PARTICIPATION:

Virtual 360 tour videos cost approximately \$400.00 per room, which includes 3 panoramas for each location. The Exeter BIA is offering a 50/50 shared funding model for the Exeter 360 project:

Exeter BIA - \$200.00 + tax (*max amount*)

Participating Businesses - \$200.00 + tax

In order to leverage your virtual 360 video, we also ask participating businesses to contribute \$50.00 + tax to the BIA's Exeter 360 social media campaign. The BIA *requires* participating businesses to post their 360 tour to their own social media to achieve the best results for their business.

Total Cost to Participating Businesses: \$250.00 + tax

Please Note: Business with multiple rooms or a larger footprint can upgrade to include extra spaces for \$35 + tax per space / panoramas. The BIA will only contribute up to \$200.00 + tax per business.

TIMELINE:

The photo shoots typically take less than one hour to complete and will be scheduled with flexibility to the participant's operating hours.

The BIA aims for shooting to take place in June / July with a social media campaign taking place in July / August. Videos will be shot during fair weather, as the videos start from outside the business.

PARTICIPATION CRITERIA:

This project is open to Exeter BIA members ONLY.

Priority will be given to BIA member businesses that have:

- An up-to-date Google business listing
- An up-to-date TripAdvisor listing (if relevant)
- A mobile-friendly website and active social media accounts

The BIA's Promotions Committee will select 10 participating businesses (who meet the criteria above) that showcase the diversity of businesses in Exeter and put our best foot forward!

*Don't meet the criteria listed above or are you not even sure what we're talking about?
Contact us and we'll set you up with someone who can help your business get online.*

EXPRESSION OF INTEREST DEADLINE: March 31, 2017